

c/o Noble School PTA
Noble Elementary School
1293 Ardoon Street
Cleveland Hts., OH 44121
March 31, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Noble School PTA to oppose the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The age-based rating system this group proposes lacks sufficient information about content for parents to decide which programs their children ought or ought not to watch. Major surveys conducted this fall by the National PTA, U.S News & World Report, and Media Studies Center/Roper show that parents overwhelmingly prefer rating systems that give them information about the content of programs. Valenti's age-based system allows the TV industry to interpret what is appropriate for children; parents, however, want to decide for themselves what is best in this matter. I reject any rating system that fails to include content descriptions on the screen and in TV scheduling guides.

The FCC, by law, is required to rule whether the TV industry's rating system conforms with the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve it. Instead, I request that the FCC push for a rating system that includes information about content such as V (for violence), S (for depiction of sex and nudity), and L (for profane or objectionable language). I also request that the rating board be independent of both the TV industry and the FCC and that it include parents. Finally, I ask that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for your attention.

Sincerely,

L. Smith-Peterson

DOCKET FILE COPY ORIGINAL

Mary Ellen Sagartz
1237 Chester Ln.
Elk Grove, IL 60007
April 2, 1997

Chairman Reed Hundt and the FCC Commissioners
1919 M Street N.W. , Rm. 222
Washington, D.C. 20554

Dear Mr. Hundt and FCC Commissioners:

I am writing to let you know that I am opposed to age-based ratings of television programs. This type of rating does NOT provide parents, like myself, and families the information about the content of the program, which is very important for parents to know. As a parent, I want to know in advance, what a program will contain as far as violent content, sexual content, and adult language is concerned.

I would favor a rating system that is based on descriptive content, such as V, S, and L, with an additional rating of intensity such as: "occasional," "frequent," or "widespread" to help clarify the content. This type of rating would allow me to decide what program content is acceptable for my children. Parents need to be more responsible for their children and this would be one way that would accomplish that. Thank you.

Sincerely,



Mary Ellen Sagartz

RE: CS Docket # 97-55, FCC 97-34

Andrews Elementary P.T.A.
Portland, TX. 78374

April 1
March 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
191 M Street N.W., Room 222
Washington, DC 20554

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- *That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- *That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- *That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- *That the rating board be independent of the industry and the FCC and that it include parents; and
- *That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,

Sharon Easterwood
Portland, Texas

DOCKET FILE COPY ORIGINAL
Lopez Elementary School PTA
637 Wabash Street
Fort Collins, CO 80526

March 31, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:


I am writing on behalf of the National PTA and the Lopez Elementary School PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- ◆ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- ◆ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ◆ That the rating icon on the screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ◆ That the rating board be independent of the industry and the FCC and that it include parents; and
- ◆ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


(Name)
4231 Starflower Dr.
(Address)
Fort Collins, CO 80526

DOCKET FILE COPY ORIGINAL

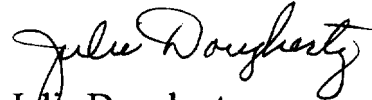
Julie Dougherty
6001 N. W Klamm
Kansas City, MO 64152
April 1, 1997

Chairman Reed Hundt and FCC
Commissioners
C/O Federal Communications
Commission
1919 M Street NW, Room 222
Washington, DC 20554

Dear Sir:

I am opposed to the television rating system as it is misleading to parents who don't know the content of these programs. It is obvious from their reputation that the television industry does not have our values nor our interests at heart; so for us to trust their judgment in such matters is ludicrous (and I think that's what the rating system is encouraging parents to do).

Sincerely,


Julie Dougherty

DOCKET FILE COPY ORIGINAL

March 31, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the Park Hill High School PTA in Kansas City, MO to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. We feel the rating symbol on the TV screen lacks sufficient content information so that parents can make decisions about what is appropriate for our children. Parents want to make the decisions based on the content information not what the TV industry interprets is best for children.

Our request is that the FCC does not approve the industry's rating system and should not accept a rating system that does not include content information about programs such as V(violence), S (sexual) and L(language). Furthermore, the V-chip band should be broad enough that it would allow parents to receive more than one rating system, be placed more prominently on the screen and appear more frequently during the course of the program.

The rating board should be independent from the industry and the FCC. This board should include parents.

Any rating system approved by the FCC should be evaluated periodically by an independent research group to determine if the parent needs are being met.

Thank you for this opportunity to comment on this issue that is so important to our families.

Sincerely,

Park Hill High School PTA
Kansas City, MO

Claudia Stehly
Moynie L. Pleser
Gina Brings
Brenda Johnson
Jane Slank
Judy Wells
David Andrew
Sue Waters
Schatz Ball
Deborah Buckley
Ann K. Klaiter
Shirley Ricketts

April 2, 1997

Dear Mr. Hundt,

As a parent of seven children, ages 2 - 16, I am deeply concerned about the rating system currently used by the television industry.

As a parent I am greatly involved in all aspects of my children lives, both in the community and in the schools system.

My husband and I put great value in raising our children to be responsible adults. We encourage them to do well in school, be good citizens, and to be responsible for their decisions.

Over the years we have learned that raising children, we have learned we can not be every place, all the time and appreciate the concept that it "takes a whole village to raise a child". We have learn to appreciate all the people and programs that influence their lives for the good - including those involved in the entertainment industry.

While we do encourage our children to be selective in their T.V. watch. We also feel that television is one of the many doors to the world. Through the media our children have learned many things. As parents it requires a constant effort on our part to be aware of what is on, and what fits into our family values.

That is why current rating system concerns me.

As parents we need a **tool** - one that will help us understand **at a glance** what the contents of particular show is. The current rating system presented by Mr. Valenti is based on a **standard of age**. This tells me nothing about the **content**, such as violence, sexual depiction and nudity or language. I need to know what is in a program itself.

Please support me in my role as a parent, by giving me the RIGHT tool.. Let me be the parent, allow me to set the standard for what is appropriate for my children. By supporting me in my role, and putting the power and responsibility back in my hands, you **empower** me as a parent to determine what is best for my children.

I would **encourage** you and those involved in this decision to 1) make the rating board independent for the industry, and include parents as part of the decision making process 2) understand the **power** of having a rating system that would include content information 3) make the rating icon, "**user friendly**", larger, easily seen, and appearing more frequently during a program.

Thank you for your time -

Georgeana M Cook 1379 Juniper Dr. Logan UT 84321

DOCKET FILE COPY ORIGINAL

To: Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I oppose the V-chip rating system proposed by Jack Valenti, Chair of the TV Rating Implementation Group. The rating symbol does not provide sufficient information for parents to make a knowledgeable decision about the program they are about to watch. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law is required to determine whether the industry's rating system has met statutory requirements of the Telecommunication Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V-violence, S-sexual depiction and nudity, and L-language;
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for letting myself and others make recommendations for a better tomorrow for our families.

Sincerely,

Mrs. Nancy Grant
519 E. Deer Hollow Circle
Centerville, Utah 84014

4-5-97

March 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Evergreen School, Scotch Plains, NJ PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Norma Delepine
2275 Lyde Place
Scotch Plains NJ

DOCKET FILE COPY ORIGINAL

April 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the District PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Romanie & Larry Murock
Pocatello, Idaho 83201-2533

2032 Beth Street

April 3, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington DC 20554

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Farmington, Utah Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient information for me to make a knowledgeable decision about the program my child is going to watch.

My son is eight years old and I do not want him watching violence, nudity, sex or hearing foul language while watching TV. He does not watch cartoons because I feel these are some of the worst offenders of showing violence on TV. I make the decisions about which programs my son should watch and I would like to have a system that shows if a program is going to show violence, sex, nudity, or use foul language.

Please help me as a parent to know what is going to be shown on the TV by changing the rating system to show what the content of a program is going to be. A V for violence, an N for nudity, and L for language and an S for sexual content would be most helpful.

Thank you for allowing me to comment on this issue.

Thank you,

Joni Carter

Joni Carter
Member of the Farmington Elementary PTA
P.O. Box 843
Farmington, UT 84025

April 4, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hunt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Re: CS Docket # 97-55, FCC 97-34

Dear FCC Commissioners:

I am writing as a member of the National PTA
and my local school PTA in Kansas City, Missouri.
I want to express my opposition to the 'V-Clip'
rating system as presented by Jack Valenti,
chair of the TV Rating Implementation group in
January of this year.

I would strongly prefer a system which provides
clearly understood content information about
each TV program.

Thank you for your consideration of my letter.

Sincerely,

Donald R. Mason

Donald R. Mason 5062 NE Tarkenton KCMS 64118

To: Chairman Reed Hundt and FCC Commissioners
From: Pam and Steve Bozhard
Date: April 1, 1997
Re: FCC Public Notice 97-147, 1997-157

DOCKET FILE COPY ORIGINAL

We, as parents, are writing on behalf of the National PTA and the Timpanogos Elementary School PTA which is our local neighborhood school. We are writing our opposition to the rating system as presented by Jack Valentini, Chair of the FCC Rating Implementation Group, on January 17, 1997. The rating system on the screen does not provide sufficient content information for us as parents to make decisions about what is appropriate TV programming for our children.

Major surveys released last fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News, and World Report, and Media Studies Center Report. We as parents do not want the TV industry to interpret what is best for our children. We want to make more choices based on content information about the programs. A rating system without content descriptions on the screen and publicized on-line, that can be scheduled and chosen.

This rating takes place in the movie industry. Categorizing of R, PG-13, etc. and it does not give us proper information telling us who else has approved this very same system as a way of determining if it will be appropriate for our own children.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

1. That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (violence), S (sexual depiction), and L (language).
2. That the FCC require a V-chip based browser which that would allow parents to receive more than one rating system.
3. That the rating icon on the TV screen be made large, more prominently placed on the screen, and appear more frequently during the course of a program.
4. That the rating board be independent of the industry and the FCC, and that it include parents.
5. That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on this issue that is so important to us and all of America's children and families!

Sincerely,
Pam & Steve Bozhard

LYONS ELEMENTARY SCHOOL DISTRICT 103

Serving the communities of Brookfield, Forest View, Lyons, McCook, Stickney

Working Together To Expand Student Opportunities



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MICHAEL E. MERCER

Superintendent

JAMES S. RICK

Assistant Superintendent

4100 Sunset Avenue
Lyons, Illinois 60534
(708) 780-2495
FAX (708) 780-9725

April 1, 1997

Chairman Reed Hundt
c/o Federal Communications Commission
1919 M. Street, N.W., Room 222
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt:

It has been brought to my attention by the local PTA that the FCC is on the verge of mandating the V-chip in conjunction with a program rating system.

I am in agreement with the position taken by the National PTA. I agree that a descriptive content based rating system would better provide parents information which would allow them to make informed choices.

We appreciate the efforts of the FCC to provide controls for this all too powerful national media industry. I would also appreciate your reconsideration of the proposed rating system.

Sincerely,

A handwritten signature in cursive script that reads "Michael E. Mercer".

Michael E. Mercer
Superintendent

MEM:ks

supt\ltrs\pta-tv

DOCKET FILE COPY ORIGINAL

March 31, 1997

Donna Neibaur
803 East 1150 North
Pleasant Grove, UT 84062

Mr. Reed Hundt/FCC Commission
Office of the Secretary
1919 M Street N.W. Room 222
Washington, DC 20554

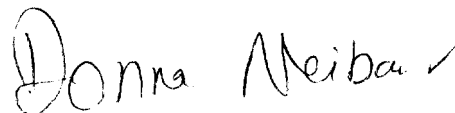
Dear Mr. Hundt:

I am writing to express my views on the proposed age-based TV rating system. (CS Docket No. 97-55, FCC 97-34) I belong to the National PTA as well as my local school PTA, Grovecrest Elementary in Pleasant Grove. I do not feel that the rating symbol on the TV screen will provide sufficient information for parents and children to make wise decisions about the programs they watch. Quite honestly, in our home, we rarely watch network television because of the sex, violence and bad language. My children will watch public television. There are good educational programs that we do invite.

The FCC should not approve this proposal. I want to see more specific symbols given to the consumer that lets families know if there is V (violence) S (sex), and L (bad language). The FCC should require a V-chip band broad enough that would allow parents to receive more than one rating system. The rating board should be independent of the industry and the FCC.

Parents WANT to be involved with these ratings. Parent MUST be involved with what is necessary for our children today. Please do not ignore our plea!!

Sincerely,



Donna Neibaur

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M street N.W. Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Collinsville Council to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

*That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity) and L(for language);

*That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

*That the rating board be independent of the industry and the FCC and that it include parents;and

*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Buddy M. ...
President
Lincoln PTA
Collinsville, Ill.

April 4, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC97-34

I am writing on behalf of the national PTA and the CGISD PTA to voice my opposition to the V-chip rating presented by Jack Valenti. Mr. Valenti's rating is an insult!

We, as parents, want the V-S-L rating and I can't understand why the television industry doesn't too! Plain and simple, with this rating THE INDUSTRY can direct their money's and receive the most profits. By observing what ratings are least watched you can avoid those particular shows and increase the profits.

Makes sense to me!...Duh!!

You're happy. We're happy.

Sincerely,



Rosemary Thibodeau
200 Springridge Ln.
Euless, Tx. 76039

April 1, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

We are writing as members of the Cook Elementary PTA in Fort Smith, Arkansas to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Medical Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements by the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Name My le
Address 3217 Holyoke Ave.
City/State/Zip Fort Smith, AR, 72908

Name Nancy Robertson
Address 1801 Rannoch Trace
City/State/Zip Fort Smith, AR 72908

Name James Dyer
Address 9108 Brooklyn Oaks
City/State/Zip Fort Smith, AR 72908

Name Brenda Smith
Address 2117 Lakeside Dr
City/State/Zip Greenwood, AR 72936

Name Vicki Cross
Address 10508 Jenny Lind
City/State/Zip Fort Smith, AR 72908

Name _____
Address _____
City/State/Zip _____

Name _____
Address _____
City/State/Zip _____

Name _____
Address _____
City/State/Zip _____

April 1, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W., Room 222
Washington, DC 20554

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RE: CS Docket No. 97-55, FCC 97-34

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- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Name John Wegenhart
Address 24 Brentwood Ct
City/State/Zip Ft Smith, Ar 72908

Name _____
Address _____
City/State/Zip _____

Name Marlies Pauers
Address 3201 Ramsgate Way
City/State/Zip Ft. Smith Ar 72908

Name _____
Address _____
City/State/Zip _____

Name Olga Ninton
Address 3400 Duke Ave #53
City/State/Zip Ft. Smith, AR 72908

Name _____
Address _____
City/State/Zip _____

Name Gloria Crotzen
Address 10 Brentwood Cir
City/State/Zip Ft. Smith, Ar 72908

Name _____
Address _____
City/State/Zip _____

April 1, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
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Washington, DC 20554

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Sincerely,

Name Jeff & Carol Keger
Address 9911 Glen Flora Circle
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Name Mike & Kelly Cardwell
Address 9801 Mumfield Cir.
City/State/Zip Ft Smith, Ark 72908

Name Di Beth Frazer
Address 805 Dunder Dr.
City/State/Zip Ft Smith, AR 72908

Name Jack Hill
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Name LARRY & MELISSA BANDY
Address 2105 RANNOCH TERRACE
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Name Charlene & Eugene Hannaman
Address 8802 So. 35th terrace
City/State/Zip ft. Smith, AR 72908

Name Carl Martin
Address 3213 Holyoke
City/State/Zip FT. Smith ARK 72908

Name _____
Address _____
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Name

Mr. Tabaker

Address

2301 Rainsgate Way

City/State/Zip

Ft. Smith, AR 72908

Name

Ken Peim

Address

10200 SEVERD OAKS

City/State/Zip

Ft Smith Ar 72908

Name

Debra Brown

Address

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Ft Smith, AR 72908

Name

Bartholomew M. Canale

Address

3311 Egon Street

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Name

Scott + Doris Willbanks

Address

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Name

Rena Alber

Address

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Name

Tonnie Carter

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Name

Denise Harman

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2304 Crosshill Rd

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Name Gretchen Rideout
Address 1606 Burnham Rd
City/State/Zip Ft. Smith, AR 72903

Name Donna Discher
Address 7524 Martin Ln
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Name Donna Discher
Address 1800 Ark Ave
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Name Donna Discher
Address 3300 Central Ave
City/State/Zip Ft. Smith, AR 72908

Name James McLin
Address 3409 Brownwood Dr
City/State/Zip Ft. Smith AR 72908

Name _____
Address _____
City/State/Zip _____

Name _____
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Name Mark Webb
Address 10116 Seven Oaks
City/State/Zip Ft. Smith, AR 72908

Name _____
Address _____
City/State/Zip _____

Name Nancy Webb
Address 10116 Seven Oaks
City/State/Zip Ft. Smith, AR 72908

Name _____
Address _____
City/State/Zip _____

Name Michelle Hamon
Address 3300 Canongate Way
City/State/Zip Ft. Smith, Ar. 72908

Name _____
Address _____
City/State/Zip _____

Name Betty Hamon
Address 3300 Canongate Way
City/State/Zip Ft. Smith, Ar. 72908

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Name JANICE L MOORE

Address 2913 CANYON GATE WAY

City/State/Zip FORT SMITH AR 72908

Name Pat Sparks

Address 3425 Braeburn Glen

City/State/Zip Ft. Smith, Ar 72908

Name Amy Alden + Kirk Alden

Address 10601 Dundee Ct

City/State/Zip Ft Smith AR 72908

Name Butch Hendricks

Address 2316 Queensbury Way

City/State/Zip Ft. Smith, Ark. 72908

Name BARRY K. MCCORMICK

Address 9805 BROADWELL

City/State/Zip Ft. SMITH AR 72908

Name MARtha Colvin

Address 3814 Joliet Ave

City/State/Zip Ft Smith AR 72908

Name Richard & Linda Celler

Address 2816 Heather Oaks Way

City/State/Zip Ft Smith, AR 72908

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Name Cynthia L. Cone
Address 3024 Edinburgh Dr
City/State/Zip Ft Smith, AR 72908

Name Shirley Gordon
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Name Brian Smith
Address 6300 So. Gary Lane
City/State/Zip Ft Smith, AR 72903

Name _____
Address _____
City/State/Zip _____

Name Pam Albertson
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City/State/Zip Ft Smith, AR 72908

Name Miss Albertson
Address 2501 Royal Scots Way
City/State/Zip Ft Smith, AR 72908

Name _____
Address _____
City/State/Zip _____

Name _____
Address _____
City/State/Zip _____